



## EDITORIAL

Dear Reader,

On behalf of the Board of the Journal of Content Community and Communication and my co-editors, we are glad to present the special issue of the journal on the topic "Will Metaverse be the future space of the Communication?". Amity School of Communication, AUMP, Gwalior is publishing this bi-annual referred journal. The Journal of Content, Community & Communication aims to delve into an inquiry into and provide a forum for discussion pertaining to contemporary communication issues within wider social, economic, cultural, and technological contexts. The journal promotes analysing contemporary communication issues in new light and research.

One of the objectives of this journal is to bring to the surface, innovative ways of research to initiate a dialogue on an array of subject matters in the field of communication theory and practice. This special issue of the journal is a step towards accomplishing this objective. We take this opportunity to thank the authors for sending articles which were not only innovative but also contributing to current literature.

All the articles published in the issue are diverse yet provide an overarching view of advancement in the field of metaverse and communication. The Bibliometric Analysis of the Metaverse Future considered for the publication in the field of metaverse using bibliometric technique to uncover current trends and pinpoint potential topic for further study. Another piece of contribution is the relationship between metaverse and Marketing Communication that provides the implications for marketers and suggests the scope for further research studies. It emphasizes how crucial it is for marketers to understand the distinctive features of the Metaverse and to design plans that maximize its advantages while minimizing its drawbacks. Papers also highlight the future of marketing through Artificial Intelligence considering specifically Metaverse. Due to the rapid development of technology, a big change is being seen in the medium of mass communication in the coming

times. Therefore, it is important to find out how people think of engaging with the virtual world of metaverse and what will be the preconceived performative behaviour for such virtual engagements. Few papers in the issue uses qualitative methodology specifically narrative analyses to look into the relationship between virtual metaverse and performative behaviour in the way audience interpret and narrates stories of Metaverse experiences.

To conclude, Metaverse will provide mental, physical, and social freedom for people to achieve their ideal future, which may or may not have an impact on their behaviour and performance. So, the Metaverse scope is determined by how people strike a balance between the real and the fictional, and it can then become a significant part of life. The metaverse, as a new form of communication, will replace other forms of communication while subtly reducing the original methods of participation by its perceived users. However, its effects depend on various factors, such as cost, time spent, and everyday reach. The issue contributes to the financial and social aspects of the metaverse in communication and gives a rounded picture of the future of the metaverse. From an economic perspective, the Metaverse is expected to be a major player in the near future. More and more companies are joining this virtual world to promote their goods and services. From a social standpoint, the Metaverse promotes interaction between people no matter where they are. The barriers of the physical world are removed, which leads to an amazing cultural diversity. The Metaverse should also make knowledge sharing easier. The issue also highlights the future scope of study. We thank Editor in Chief (EIC), Prof. (Dr.) Summit Narula for offering us this special issue.

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